

WBQH 1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT

2ND QUARTER 2014

MARCH 28TH • JUNE 29TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

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PUBLIC AFFAIRS PROGRAMS

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and though-provoking hosts. All programs air every Sunday.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

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- Jun. 23rd
 - PP #1 4:30am 28 min Twin Siblings and Families Nancy Segal, Ph.D., Professor of Psychology; Director, Twin Studies Center, California State University; <u>author, Someone</u> Else's Twin: The True Story of Babies Switched at Birth
 - PP #2 5:00am 28 min Intergenerational Relationships Deborah Stiller, Director of Program Operations at Interages, and Margaret Merring, a Counselor at Farmland Elementary School
- Jun. 15th
 PP #1 4:30am 28 min Understanding Stressed Behavior with Claudia Gold, M.D.,
 general and behavioral pediatrics; author, Keeping Your Child in Mind
 - PP #2 5:00am 28 min Environmental Education Vini Schoene, Director of the Burgundy Center for Wildlife Studies, Cooper's Cove Wildlife Sanctuary
- Jun. 1st PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project
 - PP #2 5:00am 28 min Children's Friendships Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice
- May 25th PP #1 • 4:30am • 28 min • • Ethics For Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD
 - PP #2 5:00am 28 min Tricks of the Trade Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems
- May 18th
 PP #1 4:30am 28 min Color Theory Mary Anne Reilly, artist, Washington, DC
 - PP #2 5:00am 28 min Cyberspace Advertising for Children Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

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- May 11th
 - PP #1 4:30am 28 min Kids Making Mistakes Susan Rail, licensed clinical social worker. Remember this important slogan: **Practice makes progress!**
 - PP #2 5:00am 28 min Bullying Dr. Maureen Donnelly, an Adolescent Psychologist in private practice and on the teaching faculty Georgetown University Medical Center and Children's Hospital Center, Barbara Herwitz, an experienced elementary and middle school teacher
- Apr. 13th
 PP #1 4:30am 28 min Cooking For Life with Susan Reilly, DC City Program Manager,
 Common Threads
 - PP #2 5:00am 28 min Understanding Stressed Behavior with Claudia Gold, M.D., general and behavioral pediatrics; author, Keeping Your Child in Mind
- Mar. 30th PP #3 • 6:00am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project
 - PP #4 6:30am 28 min Children's Friendships Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

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- Jun. 22nd 5:30am 28:00 min Program 4415
- Jun. 1st 5:30am 28:00 min Program 4412
- May 25th 5:30am 28:00 min Program 4367
- May 18th 5:30am 28:00 min Program 4411
- May 11th 5:30am 28:00 min Program 4365
- ♠ Apr. 13th 5:30am 28:00 min Program 4408
- Apr. 30th 5:30am 28:00 min Program 4406

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- ⊕ Jun. 22nd
 - OCI #1 6:00am 25:00 min Jack Gillis, author of The Car Book, talks about buying a car.
 - OCI #2 6:30am 25:00 min Center for Auto Safety Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.
- ⊕ Jun. 15th
 - OCI #1 6:00am 25:00 min Pat Michaels of the Cato Institute discusses the impact of climate change-related regulations on the economy and the consumer.
 - OCI #2 6:30am 25:00 min •The founder of the farmers market in Olney, Md. talks about its benefits to the community.
- ⊕ Jun. 1st
 - OCI #1 6:00am 25:00 min Rob Forsyth, vice president and general manager at AT&T Mobility, speaks to the future of smartphone technology
 - OCI #2 6:30am 25:00 min •. Marc Parsonts, a nationally certified massage therapist, discusses the various types of massage and how it can relieve pain, stress and increase flexibility as well as help prevent injuries.
- May 25th
 - OCI #1 6:00am 25:00 min Dr. Ken Henry, an audiologist and director of Professional Hearing Services, discusses hearing loss, the causes and prevention, as well as new technology and improvements in hearing devices.
 - OCI #2 6:30am 25:00 min Joan Goldwasser of Kiplinger's Personal Magazine discusses investment strategies and how to evaluate your tolerance for risk as well as instruments to consider for your portfolio. .
- - OCI #1 6:00am 25:00 min Dr. Richard Rubin, a Chevy Chase cardiologist and chief of cardiology at Sibley Hospital, discusses how fats, carbs, diet and exercise affect the heart.
 - OCI #2 6:30am 25:00 min James Quiggle from the Coalition Against Insurance Fraud discusses the cost of insurance fraud and some of the common frauds which can cost consumers money as well as their lives.

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May 11th

OCI #1 • 6:00am • 25:00 min • Colon Cancer - Dr. Richard Gelfand discusses colon cancer, which is the second most common cause of cancer deaths in this country.

OCI #2 • 6:30am • 25:00 min • Bob Hunter of the Consumer Federation of America discusses add-on insurance policies that cost consumers millions and may not be needed.

♠ Apr. 13th

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ASCERTAINMENT

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: Government Accountability, Transportation, and Jobs/The Economy.

The Top Issues were:

- 1. Government Accountability
- 2. Transportation
- 3. Jobs/The Economy
- 4. National Security
- 5. Income Inequality
- 6. Immigration Reform
 7. Education
- 8. Crime and Public Safety
- 9. Health Care Reform
- 10. Gentrification

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PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- Children's Oral Health
- Childhood Obesity Prevention
- Community Engagement
- Emergency Preparedness
- Employment Opportunities
- Financial Literacy
- Health and Wellness
- High School Dropout Prevention
- Hispanic College Preparation
- Hope For Homeowners Facing Foreclosure
- Immigration Reform
- Internship Opportunities
- March of Dimes
- Nutrition Education
- School Attendance Matters
- Underage Drinking Prevention